

# TIME LINES



## MUSEUM SEEKS ITS "NORTH STAR"

Every organization should have a strategic or institutional plan to guide it toward a sustainable future. The process of strategic planning has become a mainstay of American businesses, government agencies and, more recently, nonprofits. Such a plan provides a shared vision among all the major stakeholders concerning the direction and priorities that are essential to achieving the mission of the organization.

In fact, the American Alliance of Museums (AAM) requires a strategic plan as a prerequisite to national accreditation. According to the AAM, "An institutional plan (sometimes called a strategic plan or a long-range plan) is a document that guides the museum's acquisition, growth and allocation of resources. It is generally multi-year and has measurable goals and methods by which the museum evaluates success...An institutional plan integrates and focuses operations in order to meet mission and the needs of its audience and community."

The strategic planning process began in December, 2013 with a kick-off meeting including the museum's council-appointed Advisory Board, the staff, volunteers and members of the Tempe Historical Society Board. The participants went on a behind-the-scenes tour and heard from each staff member about different aspects of the museum operation. The group also did a "SWOT" analysis in which the strengths, weaknesses, opportunities and threats of the museum were identified. Brainstorming continued with a list of the types of audiences that the museum reaches.

The group met again after a month of compiling statistics on the four areas of opera  
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Strategic planning is all about fulfilling mission and serving the museum's audience which, in turn, benefits the community.

## Exhibits

### Changing Gallery

#### *Made in Tempe*

This exhibit features items that have been manufactured, formed or grown here either historically or currently. Historically, Tempe was a farm town that produced mostly agricultural products. Today, Tempe makes a well-rounded inventory of products, some based on technology and others that anticipate future needs. Through October 5, 2014.

### Community Room

#### *Houses of Worship*

This exhibit showcases the work of local photographer **Dick George**, who spent 12 months in 2012 and 2013 visiting and photographing 70 churches, mosques, synagogues, and temples within the Tempe city limits. The resulting images are beautiful to behold and serve as fascinating windows into the diversity of our community. Mayor **Mark Mitchell** presented Dick with the 2013 City of Tempe Volunteer of the Year award in recognition for his work on this project. March 11 through August 10, 2014.





Visitors look through the museum's family history album collection on display during the *Tardeada* on October 6, 2014.



The **Bears of Manitou**, a local Tempe band, performed at the opening of the *Made in Tempe* exhibit on November 8, 2013.



Vice Mayor **Onnie Shekerjian** cuts the ribbon for the debut of the *Made in Tempe* exhibit on November 8, 2013 while Museum Manager Amy Douglass (far left), Tempe Chamber of Commerce President **Mary Ann Miller** (third from right), Community Services Deputy Director **Barbara Roberts** (far right) and various Tempe business owners look on.



The **Tetra String Quartet** gave a Halloween performance with some of Classical music's spookiest compositions on October 11, 2013.



**Mariachi Pasi3n**, an all-female mariachi band, performed at the *Old Fashioned Holiday* that featured Santa in the courtyard, karaoke and Victorian-based arts and crafts at the Vihel Center. The Tempe Library also gave out goodies and information about the new winter reading program, "Books and Bingo."



## Stay in Touch!

There are many ways to stay in touch with what's happening at the museum. The web site has information on upcoming events. There is an Events box on the main page at [www.tempe.gov/museum](http://www.tempe.gov/museum) that links to the City of Tempe's main events calendar. In addition, there is a museum events page that you can get to by clicking on "Events" in the blue bar on the left side of the page.

If you prefer to be notified about museum happenings by email, you can sign up for e-notification of this quarterly newsletter. Visit: [www.tempe.gov/lists](http://www.tempe.gov/lists). Scroll towards the bottom and click in the box "Timelines-Tempe History Museum Newsletter." Once you fill out the form, you will receive a verification email. Click the link on it and you are enrolled in the email list.

Besides reading *Timelines*, a great way to keep up to date on everything that is happening at the museum is to follow us on Facebook. You will regularly receive information about our many concerts, events, presentations, and exhibit openings that happen throughout the year, plus great historic photographs and other fun content that you won't find anywhere else. Go to [www.facebook.com/TempeHistoryMuseum](http://www.facebook.com/TempeHistoryMuseum) and hit the "like" button to get started!

## North Star, continued from page 1

tion: artifact collections management, public programs (exhibits and events), research services and education. Various working committees also compiled possible goals to go into the plan. The group will meet again to continue to identify goals and objectives.

Ultimately, these efforts will result in a document with clearly outlined goals, objectives, specific action steps, timelines, costs and measurable results. If done properly, this plan will not sit on a shelf, but will become a working document that is regularly referred to as important decisions are made that will impact the future direction of the museum. It will be assessed every few years in order to measure progress and make any necessary adjustments dictated by changing circumstances.

The strategic plan is one of five core documents that the museum must have in place in order to take the next step toward national accreditation. Three of those documents have been completed: the mission statement, code of ethics and collections management policy. A disaster preparedness plan also is being developed. Once all five documents are completed and approved by the Museum Advisory Board, they will be sent to the AAM for review.

If approved, the museum will move onto the second phase of the accreditation process which is a self assessment. The last phase will be a peer review by mu-

## Passings

Longtime museum volunteer **Herb Fibel** passed away on January 2, 2014. Hailing from New York, Herb served in the Air Force during the Korean Conflict. He came to the Valley of the Sun as a charter member of the ASU College of Law where he received his Juris Doctorate. Herb served on many boards, including the Tempe Civitan Club, Tempe Center for the Handicapped, Tempe Sertoma, Rural-Geneva Neighborhood Association and Temple Emanuel. He loved birds and was a member of the Arizona Audubon Council. Herb taught a basic birding class at the Pyle Center for many years. He was a docent at the Petersen House and loved to tell fourth graders all about ranching life. He also helped out with *Wild Wednesdays* and other education programs at the Tempe History Museum, often donning costumes to bring history to life. His witty quips and big smile will be missed by all who knew him.



**Herb Fibel**, attending an old-time ice cream social, got in the spirit of the party's theme.

## Tree of Lights

The *Larry Campbell Tree of Lights* continues to provide important financial support for the museum's oral history program. This year, \$950 was raised. The project is named in memory of **Larry Campbell**, a past president of the Tempe Historical Society who originally started the fundraiser in 2002. Donors have the option of honoring or remembering a special someone with a light and/or a "take home" ornament.

Many of the donors, honorees, and family members of those people being remembered attended a special reception on December and received their ornament as a keepsake. Food and refreshments were provided by Starbucks Coffee, Walmart, Paradise Bakery and Honeymoon Sweets. The Corona del Sol String Quartet entertained the guests.

The museum staff would like to thank everyone who supported the Tree of Lights this year.

## JANUARY

**THIRD THURSDAY at the MUSEUM**

Thursday, January 16, 7 p.m.

**Good Sports: Game Time and Playtime in Tempe**

Join the Museum for a free cup of coffee and learn about the local sports world; past, present and future. In January **Bill Staples, Jr.**, author of *Kenichi Zenimura, Japanese American Baseball Pioneer*, will discuss baseball as it was played in the Japanese-American internment camps of Arizona.

**PERFORMANCES at the MUSEUM****An Evening with the Laura Walsh Band**

Friday, January 24, 7 p.m.

**Alice Cooper's** Solid Rock Foundation hosts a music competition each year. Some of this year's winners will be performing at the museum. If you like **Carrie Underwood**, and **Taylor Swift**, then you'll love pop country singer/songwriter, Nashville recording artist and Arizona native **Laura Walsh**. Laura and her band will be talking about their songs and their experiences. There will be a Q&A session with the audience. Sponsored by the Tempe Historical Society.

**Black History Month:****PERFORMANCES at the MUSEUM****An Evening with Folksinger Charlie King: Ain't Gonna Let Nobody Turn me 'Round**

Friday, January 31, 7 p.m.

Music has served as a tool to educate, unite and inspire civil rights movements. This performance examines the history of the Civil Rights Movement for African Americans from 1955 to 1967. It combines first person historical narrative, songs and images from the Civil Rights Struggle. **Charlie King** is a musical storyteller who sings and writes passionately about the extraordinary lives of ordinary people. Sponsored by the Maricopa County NAACP, Central Arizona Chapter of the National Lawyers Guild, Arizona Institute for Peace Education and Research, and Arizona Community Media Foundation.

**PERFORMANCES at the MUSEUM****An Evening of Old-Timey Music with the Red Chair Recordings Crowd**

Friday, February 7, 7 p.m.

The music of Red Chair Recordings is like biscuits & gravy for the ears. It's stepping into your favorite living room where a camera, some guitars and quite a few beloved musical friends are enjoyed and recorded. At this performance, the musicians come out of the living room right onto our stage. Scheduled to appear are the **Hashknife Outfit**, **Barefoot & Pregnant**, and **Mr. Mudd & Mr. Gold**. Meet the musicians in a Q&A session after the performance.

**Black History Month:****TEMPE HISTORICAL SOCIETY LUNCH TALKS****The African-American Experience in Tempe**

Wednesday, February 12, 11:30 a.m.

**Jared Smith**, Curator of History at the Tempe History Museum will discuss this recent publication on the African-American community in Tempe. A free, signed copy will be given to all in attendance.

**Black History Month:****Generation Next: Young Muslim Americans**

Saturday, February 15, 7 p.m.

**Dr. Muna Ali** will present some of her findings from her dissertation research. This ethnographic study examines how American-born offspring of both converts to Islam and immigrant Muslims in the Phoenix and Chicago metropolitan areas define self and community, how they negotiate fissures and fault lines (ethnicity, race, class, gender, and religious interpretation) within their communities, and how their faith informs daily life and envisions a future.

**THIRD THURSDAY at the MUSEUM****Good Sports: Game Time and Playtime in Tempe****Tempe Spring Training**

Thursday, February 20, 7 p.m.

Join the Museum for a free cup of coffee and learn about the local sports world; past, present and future. February's presentation features Tempe Diablo Stadium manager **Jerry Hall**. **Rodney Johnson**, president of the Arizona Chapter of the Society for American Baseball Research, will discuss the new historical exhibits at Diablo Stadium. Also speaking will be **Susie Steckner**, author of *Cactus League: Spring Training* who will share stories about Tempe's grand tradition of Spring Training Baseball, past and present.

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**Thank You to the Donors of 2013**

The museum staff would like to thank the donors who in 2013 donated three-dimensional and archival objects.

Robin Bello  
Shirley Blanton  
Linda Bordwell  
Peggy Bryant  
Rudy Campbell  
Debra Carpenter  
Kay Elmore  
Elmer Gooding  
Lawn Griffiths  
Bette Hood  
Ron Johnson  
Victor Linoff

Dan Masters  
Jackie Miller  
Mary Miller  
Dottie Cooper Nelson  
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Volney White  
Elna Rae Zeilinger



# Explore the Past, Discover Community

*Time Lines* is an online quarterly newsletter.

**Editor:**

Amy Douglass

Subscribe to *Timelines* and receive email notifications when new editions are published online. Find out how at [www.tempe.gov/museum](http://www.tempe.gov/museum).

**Tempe History Museum Hours**

Tues. - Sat., 10 am - 5 pm

Sun., 1 - 5 pm

Closed Mon. & major holidays



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seum professionals from other institutions.

According to Museum Manager, **Amy Douglass**, "The accreditation process is labor-intensive but it provides a way to step back, examine what the museum is about, where it should be headed and how to get there in a realistic way."

If you would like to be a part of this process, you can attend the monthly public meetings of the strategic planning group. You can find out dates and times by logging onto the City of Tempe web site, [www.tempe.gov](http://www.tempe.gov); they will be listed on the main calendar. Comments are also welcome at [museum@tempe.gov](mailto:museum@tempe.gov). or 480-350-5100.

## CALENDAR, continued from page 4

**Black History Month:**

**PERFORMANCES at the MUSEUM**

***A Celebration of Black History Month***

**Saturday, February 22, 6:30 p.m.**

Join us and celebrate the contributions of the local African American community.

Featuring:

- Art from Artists of the Black Community
- Spiritual and gospel music selections from the South Phoenix Baptist Church Singers
- Tempe high school essay contest winners
- A presentation by the Buffalo Soldiers of the Arizona Territory group.

**TEMPE HISTORICAL SOCIETY LUNCH TALKS**

***Movies Made in Tempe***

**Wednesday, March 12, 11:30 a.m.**

**Jay Mark**, *AZ Republic* columnist, will speak about older movies that were made in Tempe. Curator of Collections **Josh Roffler** will speak about more recent films made in Tempe.

**PERFORMANCES at the MUSEUM**

***LOUD III***

**Saturday, March 15, 5-8 p.m.**

KBAQ, the Heart of the Arts is proud to help support Classical Revolution PHX in bringing more classical music to the Valley of the Sun! *LOUD III* will be an evening outdoor concert with brassy bands, bold percussion and delicious flavors from local food trucks. The Tempe History Museum hosts the event and all guests are invited to enjoy the exhibits while enjoying classical music.

**THIRD THURSDAY at the MUSEUM**

***Good Sports: Game Time and Playtime in Tempe***

***Arizona Early Baseball***

**Thursday, March 20, 7 p.m.**

Join the Museum for a free cup of coffee and learn about the local sports world; past, present and future. **John Tenney** and **Lance Busch** of Arizona Territories Vintage Base Ball League will demonstrate the importance of America's favorite pastime in early Arizona.